

e
 d
 ■
 i
 r
 in
 r
 at
 to
 at
 is
 r,

WHAT CHEW IS BIGGER AND BETTER?
THAT'S EASY - BIG BEN!
B. B. GLEICHEN
 The PERFECT Chewing Tobacco

Vocational Guidance

Vocational guidance is a topic which has come very much to the fore recently. At meetings of home and school clubs, school boards, service clubs and other organizations interested in present day trends of education and the development of the child to fit him or her for a vocation in life, one hears the question of directing the child's efforts in the path which will make him or her most useful and valuable, not only to himself or herself but to society generally after school days are over.

If a system of vocational guidance is to be adopted in conjunction with the educational system of the country two major factors are involved, the child and society. It is essential that the child's latent interests and talents be discovered and noted as early as possible and that they be developed to the maximum extent which the scholastic system will permit. This is for the benefit of the child. For the benefit of society it is likewise necessary that a life vocation be selected for the child which will enable him or her to place his or her talents and interests at the disposal of industrial, commerce or the professions to the best advantage.

The purpose of vocational guidance is to bring these two essentials together in the mutual interest of the child and society. If this can be achieved there will be fewer square pegs in round holes in the industrial, commercial and professional life of the country; in fact, no misfit at all in the plan operates 100 per cent. successfully.

It is now generally conceded, not only by educational authorities, but by parents and all who may have given thought to the subject, that it is the young man and the young woman embarking on life's great adventure, the pursuit of a vocation, will not only be happiest but will make the greatest success if his work is patterned on youth's most ardent ambitions and, therefore, that for which he or she is best fitted by temperament, talent and training. It will take drudgery out of work and bring joy into life. Such a consummation is not only of maximum benefit to the young man or woman but to society. For the benefit of society will reap the greatest return from the efforts of those who labor, no matter in what sphere or at what stage of progress.

Co-operation Essential

And how is this desirable end to be brought about? The co-operation of the parents, the teachers and all educational authorities must be sought and secured. Proponents of vocational guidance propose that throughout the entire school life a chart of the child's progress be kept. That chart will note his success or otherwise in the various subjects of the public school curriculum. It will be more, however, than a bare statistical record of marks. It will indicate the child's temperament in work and play. It will record his likes and his dislikes and his attitude towards the various activities in which he engages.

If this record is conscientiously kept by an observant teacher by the time grade 8 has been reached, it will be possible then to determine the direction in which he should head, first towards further studies in the secondary schools and more remotely, at that stage, towards a choice of life work. Based on the information in the chart revealing the studies to be taken up in the high school will be selected by the parents and the child in consultation with the vocational guidance officer, who must necessarily have wide experience and knowledge of the present and future trends in industry, commerce and the professions. There will be nothing compulsory about it, but the information and advice made available to the parents and the child should be of inestimable value to all concerned.

Sacrifices Involved

And by the time the high school course is completed—he be academic, commercial or technical, it will be possible to determine with accuracy, with the assistance of the charts and of the guidance officer whether the student is best fitted to immediately take his place in commerce or industry or to go on to university, and if the latter, what university should be attended and what courses should be pursued. For at that stage it should be definitely known, if ever, what particular niche in the business life of the country the student is best adapted for his own future success and happiness and in the best interests of society at large.

It has already been stated that such a measure, to be successful, requires the co-operation of the parents. If the best interests of the student and of society are to be considered it will often enough mean self-sacrifice on the part of the parents. Parents who have decided that they want their son to be a doctor or lawyer and wear a white collar will be disappointed when presented with irrefutable evidence that he would be almost a total loss in either of those professions but would make a first class blacksmith or mechanic or an excellent farmer, or vice versa.

It should not be forgotten, however, that the welfare and happiness of the student throughout life must be the first must be the paramount consideration. It is difficult to give up their aspirations for their offspring, but the disappointment would be none the less if the youth, following the behest of the parents, might miserably fail in his vocation in life. A good blacksmith or machinist is infinitely to be preferred to an indifferent barrister or a mediocre doctor; and again, vice versa.

Housing Survey

A survey of housing in Canada will be made in connection with the 1931 census, according to plans already prepared by the Dominion bureau of statistics but subject to final approval by the government.

A pygmy hippopotamus full-grown weighs about 650 pounds, in contrast with an ordinary hippo which may weigh 5,000 or 6,000 pounds.

It is not yet known, where spruce, a fish found in British waters between November and February, go during the rest of the year.

Salt is the mineral most apt to be lacking in feed given to farm animals.

Where Canada Leads

The rise to prominence of Canada as one of the world's great producers of spring wheat is due in no small measure to the success of the efforts of plant breeders in developing varieties capable of meeting successfully the challenges of nature. Indeed, it is freely admitted that in no country has the work of the scientific breeder of plants been so direct and substantially to national pride as it has in Canada.—Dr. L. H. Newman, Dominion Cerealist.

On a clear day, an aviator two miles up can see objects 150 miles away.

Leningrad has a school for female taxicab drivers. 2357

Paying For The War

Governor Of Bank Of Canada Says Canadians Must Be Prepared For Sacrifices

Graham F. Towers, governor of the Bank of Canada, told Canadians their sacrifices are still to come, and they must spend their money to buy shells, guns, ships and airplanes rather than for private purposes.

Addressing the Montreal Canadian Club, Mr. Towers said increased income from war activity "must be returned to the state in the form of taxation or subscription to war loans." In the case of many, a large percentage of the increased income would have to be contributed or lent.

Canadians must provide Canadian dollars to the United Kingdom to enable the mother country to buy supplies from Canada, and they must be enough to repatriate Canadian securities now owned in the United Kingdom.

He said this would be the reply to the claim of the totalitarian states that democracies "can't take it—in other words, pull in their belts."

"The people in this country are going to have to think twice before they make expenditures that are not necessary. They are going to have to ask themselves, 'Can I do without this article or this service—this cruise or this imported luxury?'"

"We shall only be asked to give up some material things—not our liberty of thought and action."

The real cost of the war, Mr. Towers said, must be met out of current production. "There are no countries from whom we can borrow. We have to stand on our own feet."

He said that in operating equipment over a great part of the world to play fair so far as non-residents are concerned. "In effect, what we have done is to ask the non-resident to leave his capital in this country, so that we may avoid curtailment of the resources which are behind the conduct of the war," he said.

Mr. Towers said that those controlled by the coalition government, the inconveniences arising from control, and he expressed appreciation for co-operation which had been shown in this country—and in the neighboring country as well.

"We can assist by repatriation of Canadian securities now owned by residents of the United Kingdom," he continued. "A start has been made on this programme, the most important single transfer so far being the redemption of the Dominion government 2½ per cent. loan which was outstanding in the London market in the amount of approximately £20,000,000."

He is producing materials and supplies which are not being exchanged for other materials and supplies for the war effort. Our production is, in fact, being exchanged for pieces of paper—valuable pieces of paper representing the goods which we have lost, or shares of our corporations."

SELECTED RECIPES

FISH LOAF

- 1½ cups sealed milk
- 2½ cups Premium Soda Crackers, crumbled fine
- 4 tablespoons melted butter
- 1 teaspoon minced parsley
- Grated rind of ½ lemon
- Salt and pepper
- 3 cups flaked cooked fish
- 2 eggs

Tomato sauce
 Pour milk over 1½ cups crumbled crackers, add butter, flavouring and seasonings. Mix with fish and beaten eggs. Sprinkle a well greased loaf pan with remaining cracker crumbs. Pack in fish mixture and bake in a hot oven (425 degrees F.) about 30 minutes. Turn out on a platter, serve with tomato sauce. Six portions.

ORANGE CORN FLAKE CREWS

- 1½ cups condensed milk
 - 1 tablespoon grated orange rind
 - 1½ cups corn flakes
 - 3½ cups Kellogg's Corn Flakes
 - 1½ cups coconut
 - 1½ cups oil
 - 1½ cups oil
- Combine milk, orange rind, orange and coconut and mix well. Stand about three minutes. Drop by teaspoonful on lightly greased baking sheet. Bake in moderate oven (350 degrees F.) about 15 minutes. Remove once from baking sheet. Yield: 3½ dozen cookies (1½ inches in diameter).

Agricultural Research

The organizations in Canada contributing to agricultural research are the Dominion Department of Agriculture and the National Research Council of the Dominion Government, the Ontario Research Foundation, the Provincial Departments of Agriculture, agricultural colleges, university laboratories, research laboratories of commercial companies, and individual scientific investigators.

Presents Real Problem

University Students Have To Provide Large Proportion Of Expenses

The prospect of equality in education opportunity for persons of equal ability—the generally accepted ideal of democracy—becomes more and more remote and university administrators concerned with the intellectual and cultural advancement of the country, grow increasingly apprehensive. The Dominion bureau of statistics says in its annual review of revenues of Canadian colleges and universities.

Students have been called upon to provide an increased proportion of the money required to operate universities while other sources of revenue—provincial grants, interest on endowments—have declined relatively, at approximately equal rates, the review, which covers the years from 1921 to 1929, says.

"This is a trend which, uncompensated by any substantial increase in funds available for student aid, tends to make financial means, rather than intellectual ability, the basic qualification for a university education in Canada."

Student fees as contributing to total revenue of universities and colleges increased from 20.1 per cent. in 1921 to 32.7 in 1929. Government grants decreased from 49.8 to 32.2, endowments from 16.4 to 13.2, and other miscellaneous revenue from 13.7 to 11.9.

Discovered By Accident

Chalk Mine To France May Prove To Be Valuable

Colonel P. T. Eltherton, the explorer who organized the Houston-Mount Everest flight six years ago, and whose life has been packed with adventure since serving in Kitchener's fighting scouts in the South Africa War, has left London for the South of France. A writer in the London Daily Sketch tells the story behind this journey. A ship which Colonel Eltherton was staying with a French baroness at her chateau near Brigueux, he went out rabbit shooting. A keeper who accompanied him, tripped over some rough ground while climbing the side of a hill. It proved to be the opening to an overgrown cave. The colonel became interested, and decided to explore. He discovered the existence of a mine developed in Napoleonic days, but closed ever since. The mine ran under two hills, and long galleries were in the perfect working condition. The baroness suggested that Colonel Eltherton should have an analysis made of the contents of the mine. It proved to be 99 per cent. pure calcium carbonate. Engineers had never been able to get from Paris and from London, and the chalk mine is expected to prove a valuable discovery. Colonel Eltherton has gone to help in the work.

High-speed steel tools retain their cutting edge when heated to temperatures at which ordinary steel softens.

Although its length is twice that of the Panama canal, the Suez canal cost less than one third as much to construct.

High-speed steel tools retain their cutting edge when heated to temperatures at which ordinary steel softens.

Although its length is twice that of the Panama canal, the Suez canal cost less than one third as much to construct.

Build WALLS and CEILINGS ON A Safety Basis with GYPROC FIREPROOF WALLBOARD

In choosing a wallboard, whether for walls and ceilings of a new building, or for renovations, alterations and repairs, it will pay you to consider these outstanding reasons why Gyproc is superior to ordinary wallboards:

- FIREPROOF—therefore safe
- PERMANENT and DURABLE—therefore economical
- WILL NOT CRACK, WARP, SHRINK or SWELL
- INVISIBLE JOINTS—panel strips are unnecessary
- SMOOTH, DUST-FREE SURFACES—easy to keep clean
- TAKES ANY TYPE OF DECORATION—no monotony
- THE LIGHTEST WEIGHT gypsum wallboard made in Canada

Gyproc is sold everywhere in Canada. See your local Dealer in Lumber and Builders' Supplies.

Write to our nearest branch for free Gyproc booklet

Gypsum, Lime and Alabastine

Has Been Kept Busy

Work Of Britain's Chief Passport Officer Increased By War

J. W. Stafford, the chief passport officer, in Queen Anne's Gate Buildings, London, has been one of the busiest men in England since the outbreak of war. For several months he has been sleeping in a camp bed in the building. The reason for this is that the business of granting exit permits, without which no single person may leave Britain's shores in wartime, was added to his normal work, says the London Daily Sketch. It was in 1915 that Mr. Stafford, then a young Foreign Office official, was sent to the passport office. He found a little office with a single room, a yard of the Foreign Office, where 13 officials were wrestling with the problem of managing passports compulsory. Until the last war, you could travel pretty well all around Europe without any papers. Mr. Stafford now has a staff of 260. The modern building in Westminster is the scene of great activity and one hears almost every language in the world spoken in its wide corridors. Until recent, English people could get permission to go abroad only if they had an urgent reason.

Had Curious Hobby

Lord Fairhaven Owns Hundreds Of Pictures Of Windsor Castle

Lord Fairhaven, who has taken on the job of linking up the activities of the Red Cross in Great Britain, used to have a curious hobby. This was the collecting of pictures of Windsor Castle. He possesses hundreds of them—paintings, drawings, etchings, and woodcuts, some of them going back for centuries. Another of his treasures is a fine modern tapestry which he commissioned from a firm of weavers in Chancery Lane, and which is housed at Anglessey Abbey, his Cambridgeshire seat. It contains a number of characteristic views of the castle. Lord Fairhaven, who is a bachelor of 44, inherited a large fortune from his father, Urban Broughn, who gave Ashridge to the Conservative Party. His mother gave Runnymede to the nation.

This story is from London: A young woman in khaki uniform and cap met a Scotch Kirkie. She saluted. He curtseyed.

Teach children to draw animals, and they won't wish to kill them.

TO KEEP FOOD FLAVORS FROM MIXING SIMPLY WRAP IN PARA-SANI

Para-Sani
 HEAVY WAXED PAPER
 MADE IN CANADA
 HEAVY WAXED PAPER

TO keep flavors and odors where they belong - before putting foods in the refrigerator - wrap in Para-Sani Heavy Waxed Paper. Made by Appleford Paper Products Limited.

APPLEFORD PAPER PRODUCTS LTD.
 WINDYBEE - REGINA - SASKATOON - CALGARY - EDMONTON

Printed Stationery

The printed way! Neatly printed stationery—bill-headers, statements, invoices, shipping tags, time-sheets, envelopes, letterheads, memorandum sheets, etc., etc. All of these and many other ideas can be used to advantage in most business, probably in yours!

Think it over!

Come in and see our samples, ask us about it! We are at your service.

The cost is small compared to the returns direct and indirect. Delay no longer.

THE CALL JOB DEPT.

THE WORLD OF WHEAT

On a recent long sea trip on a neutral freight boat, I was greatly heartened by the evidence abounding on all sides that the British navy rules the seas. I saw with my own eyes, day by day, for nearly a month, British merchant ships quietly transporting goods and produce; and every few days a British cruiser would come along, enquiring where we were going, and what we were carrying.

At almost every neutral port that we visited, there were to be seen from one to half a dozen German freight ships tied up at remote wharfs, or anchored in back bays; the officers and crews, under armed guard, looking out their hearts, in desolate despair, and literally consuming their cargo, week by week, for part of their freight had to be sold every so often in order to pay for anchorage and wharfage dues, and in order to buy food for the German crews.

Every person who lived in these several foreign countries that I visited saw with their own eyes that the Allies definitely ruled the seas, and the thought struck me, in addition, how fortunate we were, in Canada, that our agricultural and other products could move out in comparative safety to the markets of the world, under the protection of this sure shield—the British navy.

On our western prairies we are all gravely concerned and rightly so, too, about the export of wheat. In other parts of the country they are equally concerned about the export of fish, fruit, milk, copper, lead, pulpwood, paper and other goods and products.

There is one kind of export, however, that we do not speak very much about, and which I for one believe with all my heart basically governs the quantity of all other products we can export, and from which we now make a living. The export to which I have reference is that of Simple Human Goodwill.

My reading of history convinces me at all events that many wars might have been avoided, if the people of certain nations had shown a little more consideration for those who lived in other countries. In other words if we would first export Goodwill, then I for one feel sure the export of other products would follow.

But the goodwill to which I refer is only sentiment; it means fundamentally that we should do nothing to help ourselves, if at the same time the plans or policies proposed bring suffering upon people who live in other countries.

ODD ACCIDENTS

Equally ironic was the case of Miss Marjorie Yolke, of Tuscan, Ariz. A traffic ticket cost her \$50 before she ever got to court. In turning to her car from a shopping tour, she noticed as she drove off that a parking ticket had been stuck under the windshield wiper. She tried to reach out the window for it and lost control of her car. The car struck a fire hydrant, broke it off and released a copper. The fire hydrant was \$50.

Mr. and Mrs. Gordon Worth, of Corpus, Ill., were, like all doctors, extremely careful what their baby daughter, Joanne, ate. So when Joanne indicated gastronomic distress, they were perplexed. At the hospital doctors went to work with bronchoscopes and retrieved from Joanne's small stomach four safety pins, two pearl buttons, two celluloid hair clips and a metal clip and a celluloid stick pin. They are keeping her away from jewelry counters.

GOSPEL SERVICE MAY 10

Editor Call:

Might I draw the attention of your readers to the notice in your paper of the visit of Mr. Maxwell and his sweet singers of the Gospel for one day May 10th. My heart heard them formerly over CPN on Sunday mornings and now over CFAC 9 to 10 Sunday mornings.

They are not coming in the interest of any church denomination or organization whatever but a heart felt desire to direct people to the only source of true happiness and safety. Everything free. Everyone welcome.

JOHN C. BUCKLEY convener.

The white washing season is approaching and a receipt to make whitewash that will not crumble off may be of use to someone who reads this. It is a formula used by the government. Ten parts fresh slaked lime and one part cement. Mix well with salt water and apply thin.

The church bell—how its melodies ring, as its tones vibrate and linger. The fashionable bell, with a bean on her string, has a beautiful ring to her finger. A political ring is a very bad thing—it scoops in the fool and the scholar; but so pleasing a ring

Special Bargain Fares

to MEDICINE HAT \$3.15 AND RETURN

From GLEICHEN Correspondingly Low Fares from Intermediate Stations

GOOD GOING

MAY 10-11

RETURN UNTIL

MAY 13

Good in Canada only. No baggage checked. For additional information and train schedule, consult Canadian Pacific Ticket Agent.

Canadian Pacific



TENDERS FOR COAL

Sealed Tenders addressed to the undersigned and endorsed, "Tender for Coal for Western Provinces", will be received until 12 o'clock noon (daylight saving), Monday, May 13, 1940, for the supply of coal for the Dominion Buildings and Experiments Farms and Stations, throughout the Provinces of Manitoba, Saskatchewan, Alberta and British Columbia.

Forms of tender with specifications and conditions attached can be obtained from Purchasing Agent, Department of Public Works, Ottawa; the District Resident Architect, Winnipeg Man.; the District Resident Architect, Saskatoon, Sask.; the District Resident Architect, Calgary, Alta.; and the District Resident Architect, Victoria, B.C.

Tenders should be made on the forms supplied by the Department and in accordance with departmental specifications and conditions attached thereto.

In the case of tenders quoting for one or more places or buildings and when the total of their offer exceeds the sum of \$5,000, they must attach to their tender a certified cheque or a chartered bank in Canada, made payable to the order of the Honorable the Minister of Public Works, equal to 10 per cent of the amount of the tender, or Bonds of the Dominion of Canada or of the Canadian National Railway Company and its constituent companies, unconditionally guaranteed as to principal and interest by the Dominion of Canada, or the aforementioned bonds and certified cheque if required to make up to said amount.

The Department also reserves the right to demand from any successful tenderer a security deposit, in the form of certified cheque or bond as above, equal to 10 per cent of the amount of his bid, to guarantee the proper fulfillment of the contract.

By order,

J. M. SOMERVILLE,

Secretary.

Department of Public Works,

Ottawa, April 18, 1940

THE WORLD'S GOOD NEWS

will come to you in the

THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper

It records for you the world's news, constructive changes. The Monitor does not record crime or disaster, neither does it record the news of the world, including the World Magazine section.

The Christian Science Publishing Society

1000 Washington St., Boston, U.S.A.

Please send me subscription to The Christian Science Monitor for

1 year \$12.00 6 months \$6.00 3 months \$3.00 1 month \$1.00

Western zone, including Magazine Section: 1 year \$14.00 6 months \$7.00 3 months \$3.50 1 month \$1.25

Name _____

Address _____

Sample Copy on Request

Talking to the Point

Our Classified Want Ads, get right down to the point. You want something new or a few well chosen words. The intelligent reader thus has a clear, straight-forward, and to the point advertisement. That is one reason why our classified Want Ads are so productive of the best kind of results. Whether buying or selling, your ads will tell you.

Advertisement in Canada

CLASSIFIED ADS

Notice under this heading 15 words or under 50c. first insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

TWO PEAL BUYS IN TRACTORS —1 M.H. 20-30, fully rebuilt, drilled, crankshaft, pressure oiling. 1 John Deere in good running order at a price that is right. W. Stemermeister, Massey-Harris dealer.

HEART OF THE NORTH

A story of the North West Mounted Police in Technicolor.

THURSDAY at 8:30 P.M.

Saturday Matinee at 3 p.m.

Evening show at 8:30 p.m.

GLEICHEN COMMUNITY HALL

TRAVEL BARGAINS

for late Spring and early Summer Vacations

to

Eastern Canada

GOOD GOING

MAY 18 to 29

45 DAYS RETURN

LIMIT

STOPOVERS ALLOWED

WITHIN LIMIT

THREE CLASSES OF

TICKETS

COACH

*COACH - TOURIST

*STANDARD

*Good in Sleeping Cars of class shown on payment berth charges

For travel information

Canadian Pacific



TOWN AND COUNTRY FOLKS

Whether you live in town or in the country... here's a combination offer to please your reading tastes... our paper and your favorite magazines at really huge savings. Make your selection and send us the coupon now!

"BIG THREE" OFFER

THIS NEWSPAPER, 1 yr., and your choice any 2 in Group. Mark an "X" before the 2 you desire.

- | | | |
|--------------------------------------------|--------------------------------------------------|----------------------------|
| () Western Producer, 1 yr. | () National Home Monthly, 1 yr. | ALL THREE ONLY 2.75 |
| () Family Herald & Weekly Star, 1 yr. | () American Boy, 8 mos. | |
| () Tod & Gun, 1 yr. | () Parents' Magazine, 8 mos. | |
| () True Story, 1 yr. | () Home Arts (Goodreads), 1 yr. | |
| () Country Guide & Nor'West Farmer, 1 yr. | () Canadian Horticulture & Home Magazine, 1 yr. | |

"WEEKLY NEWSPAPERS" OFFER

This Newspaper, 1 yr.

—AND—

Free Press Prairie Farmer, 1 yr.

Family Herald & Weekly Star, 1 yr.

ALL THREE ONLY

2.75

"POPULAR DEMAND" OFFER

THIS NEWSPAPER, 1 yr., and your choice 1 other Publication in Group at the price listed.

- | | | | |
|--------------------------------------------|--------|-----------------------------------------|--------|
| () Collier's Weekly, 1 yr. | \$2.95 | () Parents' Magazine, 1 yr. | \$2.00 |
| () Family Herald & Weekly Star, 1 yr. | 2.00 | () Silver Screen, 1 yr. | 2.00 |
| () Free Press Prairie Farmer, 1 yr. | 2.00 | () Open Road (Boys), 1 yr. | 2.00 |
| () Liberty Magazine, 1 yr. | 2.00 | () Look Magazine, 1 yr. | 2.00 |
| () National Home Monthly, 1 yr. | 2.00 | () American Girl, 1 yr. | 2.00 |
| () Western Producer, 1 yr. | 2.00 | () American Boy, 1 yr. | 2.00 |
| () True Story, 1 yr. | 2.00 | () McCall's Magazine, 1 yr. | 2.00 |
| () Magazine Direct, 1 yr. | 2.00 | () Canadian Horticulture & Home, 1 yr. | 2.00 |
| () Red Book, 1 yr. | 2.00 | () Screenland, 1 yr. | 2.00 |
| () Newsweek, 1 yr. | 2.00 | () Red & Girl, 1 yr. | 2.00 |
| () Country Guide, 1 yr. | 2.00 | () Photoplay, 1 yr. | 2.00 |
| () Country Guide & Nor'West Farmer, 1 yr. | 2.00 | () Flower Grower, 1 yr. | 2.00 |
| () Woman's Home Companion, 1 yr. | 2.00 | () Current Digest, 1 yr. | 2.00 |

THIS OFFER

IS POSITIVELY

GUARANTEED

Please allow four to six weeks for new copies of magazines to arrive.

PLEASE CUT OUT COUPON NOW

Name _____

Address _____

City _____

Province _____

Post Office _____
